ABSTRACT OF THE DISCLOSURE

A computerized method of encapsulating multimedia content data, multimedia content description data, and program instruction code into an aggregated data representation comprising a logical structure comprises: storing on a storage device, information about the multimedia content data, the multimedia content description data, and the program instruction code to form a main header section (300) in the logical structure; storing on the storage device, multiple block headers for all multimedia content data, multimedia content description data, and the program instruction code to form a block headers section (301) in the logical structure; and storing on the storage device, multiple data blocks for all multimedia content data, multimedia content description data, and the program instruction code to form a data blocks section (302) in the logical structure.